

# How to do Business with the Department of Homeland Security (DHS)

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# Background

- "Our generation has now heard history's call, and we will answer it."

President George W. Bush

- President Bush signed the Homeland Security Act of 2002 on 11/25/02

# Mission

- Prevent terrorist attacks within the United States
- Reduce America's vulnerability to terrorism
- Minimize the damage from potential attacks and natural disasters

# SBA Legislation

To ensure that small businesses get their fair share, SBA:

- negotiates annual procurement goals with each federal agency;
- reviews each agency's results; and
- is responsible for ensuring that the statutory government-wide goals are met.



# Government Wide Statutory Goals

- Small business - 23 % of prime contracts
- SDB - 5 % of prime & subcontracts
- WOSB - 5 % of prime & subcontracts
- HUBZone - 3 % of prime contracts
- SDVOSB - 3 % of prime & subcontracts

# Getting Started – Basic Questions

1. Which government agencies buy my products and services?
2. How do I get in touch with them?
3. How do I market to them?

# Getting Started – Basic Answers

Answer to Question # 1 (who buys what I sell)

Market Research is key!!!

Federal Procurement Data Center

- <https://www.fpds.gov> - Identify who buys your product or service (hint: know your NAICS code)

# Getting Started – Basic Answers

Answer to Question # 1 (who buys what I sell)

- Review agency publications:
  - Forecast of Procurement/Contracting Opportunities
  - Subcontracting Directory
  - “How to” publications (if the agency has one)



# Getting Started – Basic Answers

- Contact/Meet with the Agency Small Business Specialists
  - [www.dhs.gov/interweb/assetlibrary/DHSOSDBUlist2.doc](http://www.dhs.gov/interweb/assetlibrary/DHSOSDBUlist2.doc)
  - [www.acq.osd.mil/sadbu/publications/sbs/sbs.html](http://www.acq.osd.mil/sadbu/publications/sbs/sbs.html)
  - [http://www.osec.doc.gov/osdbu/Acq\\_and\\_SB\\_Specialist\\_Offices.htm#mpo](http://www.osec.doc.gov/osdbu/Acq_and_SB_Specialist_Offices.htm#mpo)

# Getting Started – Basic Answers

## Answer to Question # 2 – Getting in Touch

- Check out this website:

- [www.fedbizopps.gov](http://www.fedbizopps.gov) – Register - get notices of government requirements for your NAICS code

This is the principal site for opportunities in the federal marketplace. Check each agency site for additional opportunities. Use the Federal Acquisition Jumpstation to link to sites:

<http://prod.nais.nasa.gov/pub/fedproc/home.html>

# Getting Started – Basic Answers

## Answer to Question # 2 – Getting in Touch

- [www.mbda.gov](http://www.mbda.gov) – Register – Phoenix Database to get free contract referrals.
- <http://pro-net.sba.gov> - Register – SBA's referral database for Contracting Officers.
- <http://web.sba.gov/subnet> - Prime Contractors post subcontracting opportunities here.
- [www.ccr.gov](http://www.ccr.gov) – Register – You have to be registered to get paid!



# Getting Started – Basic Answers

Answer to Question #3 – How do I market them?

- Generally speaking, the government is decentralized. Most agencies consist of numerous buying activities.
- Learn what each targeted organization does and how they spend their money!



# Getting Started – Basic Answers

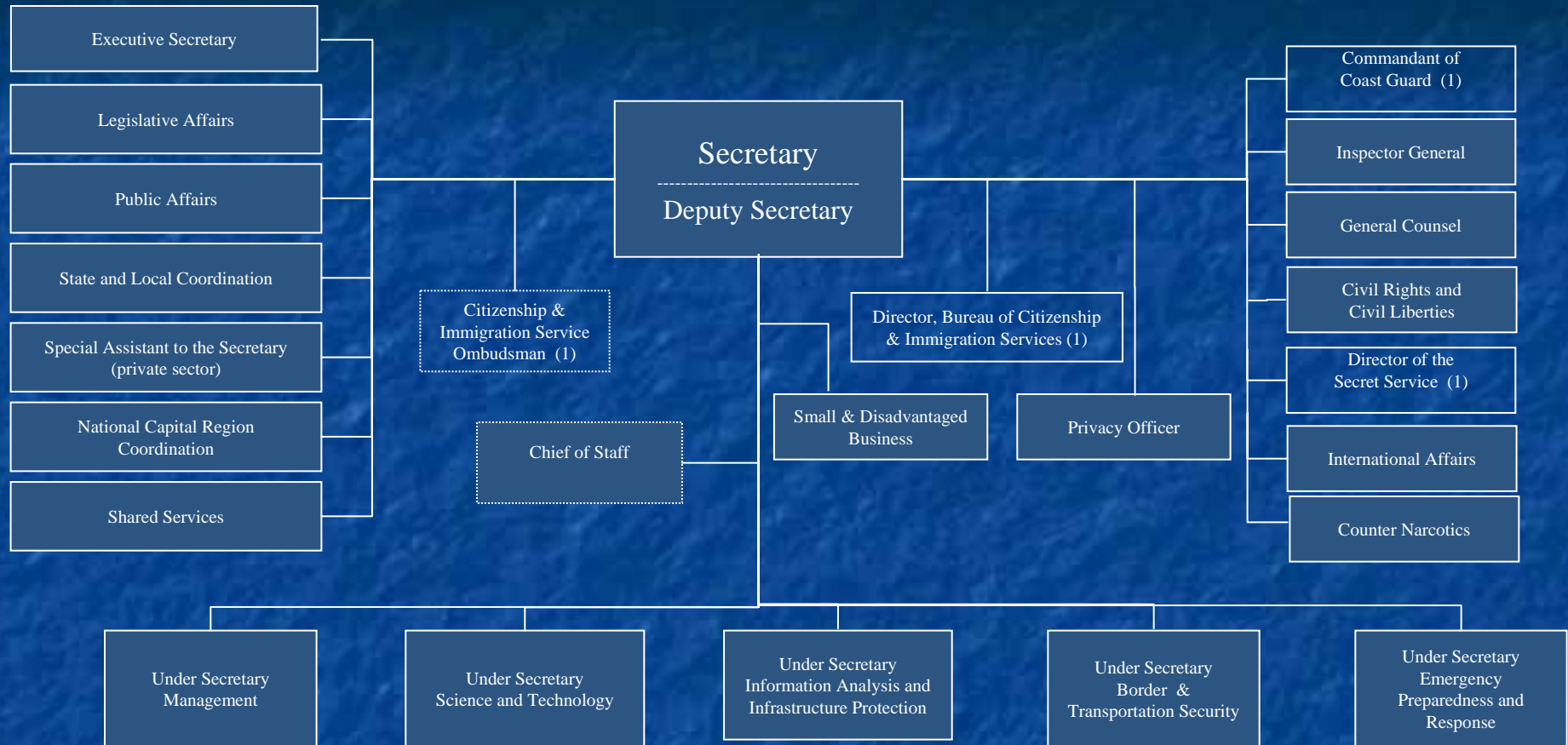
Answer to Question # 3 – How do I market them?

- Participate in:
  - Targeted Outreach Activities
  - Local Conferences/Trade Shows
- Focus on 3-5 agencies and allow 18-24 months for relationship building.

# Department of Homeland Security

Organization Structure

# Department of Homeland Security



*Note (1): Effective March 1<sup>st</sup>, 2003*

# Border & Transportation Security (BTS)

Responsible for maintaining the security of our nation's borders and transportation systems

- Bureau of Customs & Border Protection
  - Animal and Plant Health Inspection Service
- Bureau of Immigration & Customs Enforcement
  - Federal Protective Service
- Transportation Security Administration
- Federal Law Enforcement Training Center
- Office for Domestic Preparedness



# Emergency Preparedness & Response (EP & R)

Ensures that our nation is prepared for, and able to recover from, terrorist attacks and natural disasters.

- Federal Emergency Management Agency
- Strategic National Stockpile and the National Disaster Medical System
- Nuclear Incident Response Team
- Domestic Emergency Support Teams
- National Domestic Preparedness Office

# Science & Technology (S & T)

Responsible for the efforts in research and development, including preparing for and responding to the full range of terrorist threats involving weapons of mass destruction.

- Homeland Security Advanced Research Projects Agency (HSARPA)
- National and Federal Laboratories

# Information Analysis & Infrastructure Protection (IAIP)

Identify and assess current and future threats to the homeland, map those threats against our vulnerabilities, issue timely warnings and take preventive and protective action.



# Management

Responsible for budget, appropriations, expenditure of funds, accounting and finance; procurement; human resources and personnel; information technology systems; facilities, property, equipment, and other material resources; and identification and tracking of performance measurements relating to the responsibilities of the Department.



# Other Critical Agencies

- U.S. Coast Guard
- U.S. Secret Service
- Bureau of Citizenship and Immigration Services

# Getting Started – Basic Answers

Answer to Question #3 – How do I market them?

Federal Agency One-On-One Counseling Sessions

- Department of Homeland Security Vendor Outreach Sessions [www.dhs.gov](http://www.dhs.gov), click on Working with DHS, Business, scroll down to Small Business Resources

# Getting Started – Basic Answers

Answer to Question #3 – How do I market them?

## Develop a Marketing Plan/Strategy

- Subcontracts
- Prime Contracts
- Teaming/Joint Ventures
- Mentor Protégé Agreements
- Pre-existing Contract Vehicles

# Getting Started

Key Sources of Assistance  
(locate the office in your local area)

- SBA – U.S. Small Business Administration  
(<http://www.sba.gov>)
- PTAC – Procurement Technical Assistance  
Center (<http://www.sellingtothegovernment.net>)



# Basic Information

There are two types of contracting opportunities:

- Prime Contracting – you hold the contract
- Subcontracting – a larger company holds the contract and you get to work on a piece of it

# Basic Information (continued)

After consideration of required sources (read FAR Part 8), the contracting officer has 2 choices:

1. use a pre-existing contract (FSS, GWAC, Department-wide contract)
2. use open market procedures

# Basic Information (continued)

## Key Tip:

If what you provide is listed on a GSA Federal Supply Schedule, then get on the schedule!

Why? because it is a faster method of buying

Do your research, find out what pre-existing vehicles are used by the agencies you have targeted and, most importantly, let agencies know what contract vehicles you have available to them.



# Basic Information (continued)

Dollar amounts & methods of procurement you should know about:

- Up to \$2,500 – Micropurchase (credit card)
- \$2501-\$100,000 – Simplified Acquisition Procedures (SAP)
- Over \$100,000 – Formal Contracting Procedures

# The “Model” Small Business Firm

Working in the federal marketplace understands:

- Core competencies
- Marketing and relationship building
- Schedules/Multiple award contracts
- Open Market procurement (FedBizOpps)
- Prime contracting
- Subcontracting

# The “Model” Small Business Firm

Equipped to do business with the Government:

- Accepts the government purchase card (Visa or MasterCard)
- Has good marketing materials
- Has a niche (What's yours?)
- Has resources (people, equipment)
- Is web savvy
- Is registered in Government pre-existing databases (Pro-Net, CCR)



# In Summary

## What Really Works...

- Relationships
- Networking
- Multiple Contracting Vehicles
- Continuous Marketing
- Being Prepared

# In Summary

## What Really Works...

- Get Involved
- Past Performance
- Share Information
- Patience
- Persistence

**Remember, Winning  
Companies Always Have a  
Plan, and stick to it!**

